

BMTP5023

Sustainable Global Tourism

Week 5

HOSPITALITY
AND
TOURISM
MANAGEMENT

*Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales*



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



Tourism Destination Management

Defining a Destination...

- A physical space in which a visitor spends at least one overnight. It includes tourism products such as support services and attractions, and tourism resources within a day's return travel time. It has physical and administrative boundaries defining its management, and images and perceptions defining its market competitiveness. (UNWTO, 2007)
- The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip. (UNWTO 2021)
UNWTO (2021) www.unwto.org/glossary-tourism-terms, accessed 14/11/2022

The 3 principles of Destination Management

UNWTO has identified three areas of key performance in destination management at DMO level:

- **Strategic Leadership,**
- **Effective Implementation**
- **Efficient Governance.**

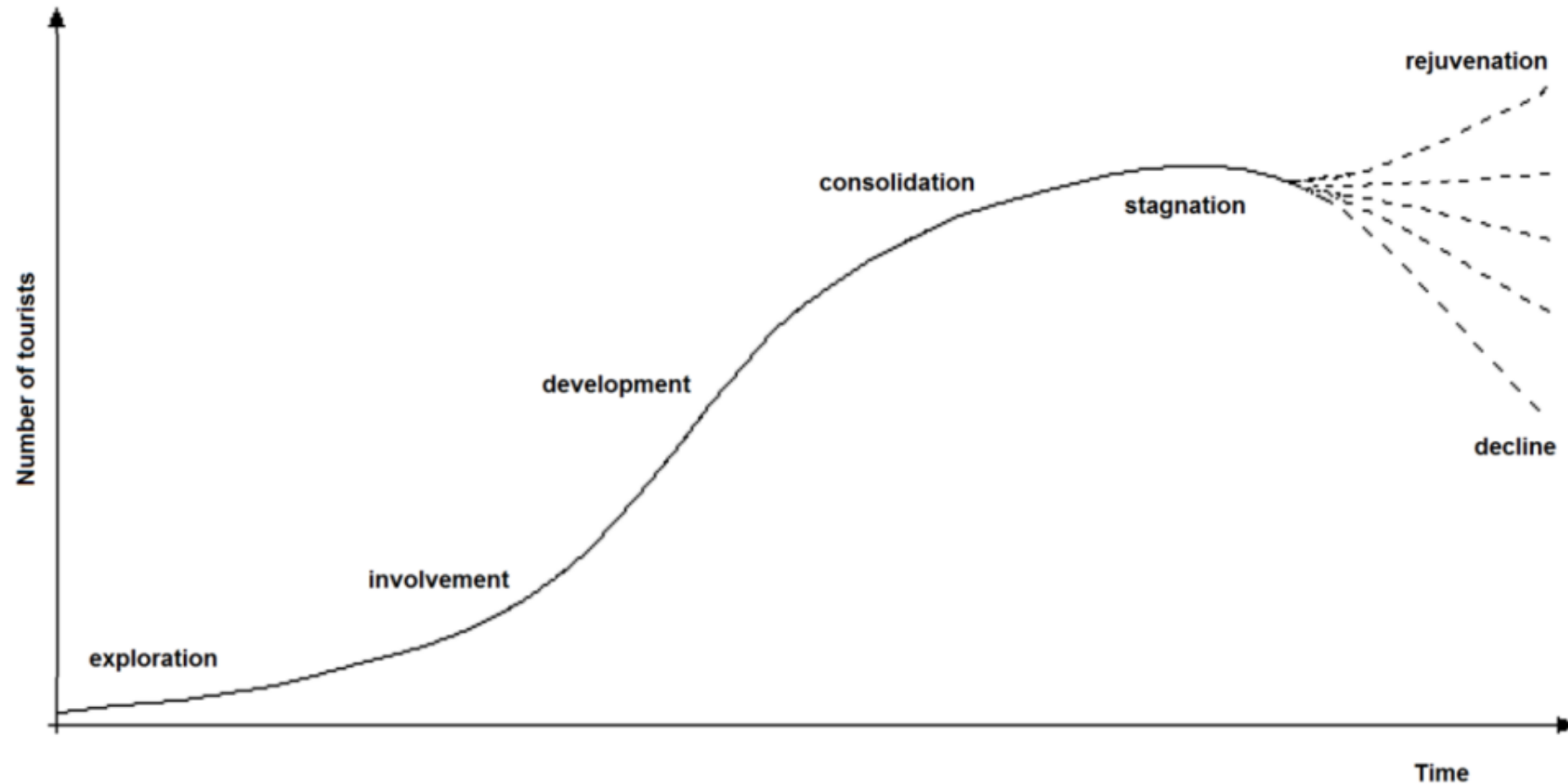
UNWTO works to provide guidance and share good practices on policies and governance models aimed to effectively support the tourism sector at the different levels: national, regional and local.

<https://www.unwto.org/policy-destination-mamagement>

What is Butler's Model?

- **Butler's Tourism Area Life Cycle (TALC) Model (Butler, 1980) provides a fundamental underpinning to travel and tourism management of destinations.**
- **Not sure what that means? Well, basically, it is the theory underneath the story of a destination.**

Butler Model (TALC)



Example – Butler's Model on a destination



Destinations:

Primary and secondary tourism resources

Primary

- The main motivation for tourist activity
- Natural or built environment
- Can include events, festivals and religious

Secondary

- Those things built or developed to meet the needs of tourists
- Hotels/accommodation, restaurants/cafes, visitor attractions
- Transport infrastructure



[Newsbeat: Thailand's Maya Bay: 'You think you're in Times Square'](#)

Considerations...

- Carrying Capacity
- High quality attractions
- Tourism infrastructure
- Community support and tolerance
- Government assistance at all levels
- Personal security and safety of tourists
- Code of ethics and behaviour of tourists
- Developing new businesses.
- Expanding job opportunities.
- Increasing income.
- Marketing new products.
- Improving infrastructures.
- Encouraging diversification.
- Integrating local economy.
- Promoting community pride.
- Higher quality of life for local population.
- Cultural harmony
- Cultural diffusion
- Transmitting culture.
- Safe and Secure environment
- Harmony between traditional and foreign cultures must be established through demonstration and communication.

In other words – **authenticity!**

Time for a break!



Destination Strategy

- The ultimate success of a DMO relies upon a range of supporting strategies and plans
 - On-going research
 - Visitor management strategies
 - Marketing plans
 - Funding strategies

Destination Development and Marketing

- Quality management
- Destination management systems
- **Sustainable transport**
- Tourist taxes and visitor payback
- Promoting local distinctiveness
- **Sustainability schemes**
- Tourist interpretation and education
- Step 1: Market evaluation
- Step 2: Market identification
- Step 3: Marketing mix
- Remember the 4 Ps ! (and 7Ps of the service /hospitality mix)
- Also, the **Positioning** of a destination e.g. upmarket compared with budget?

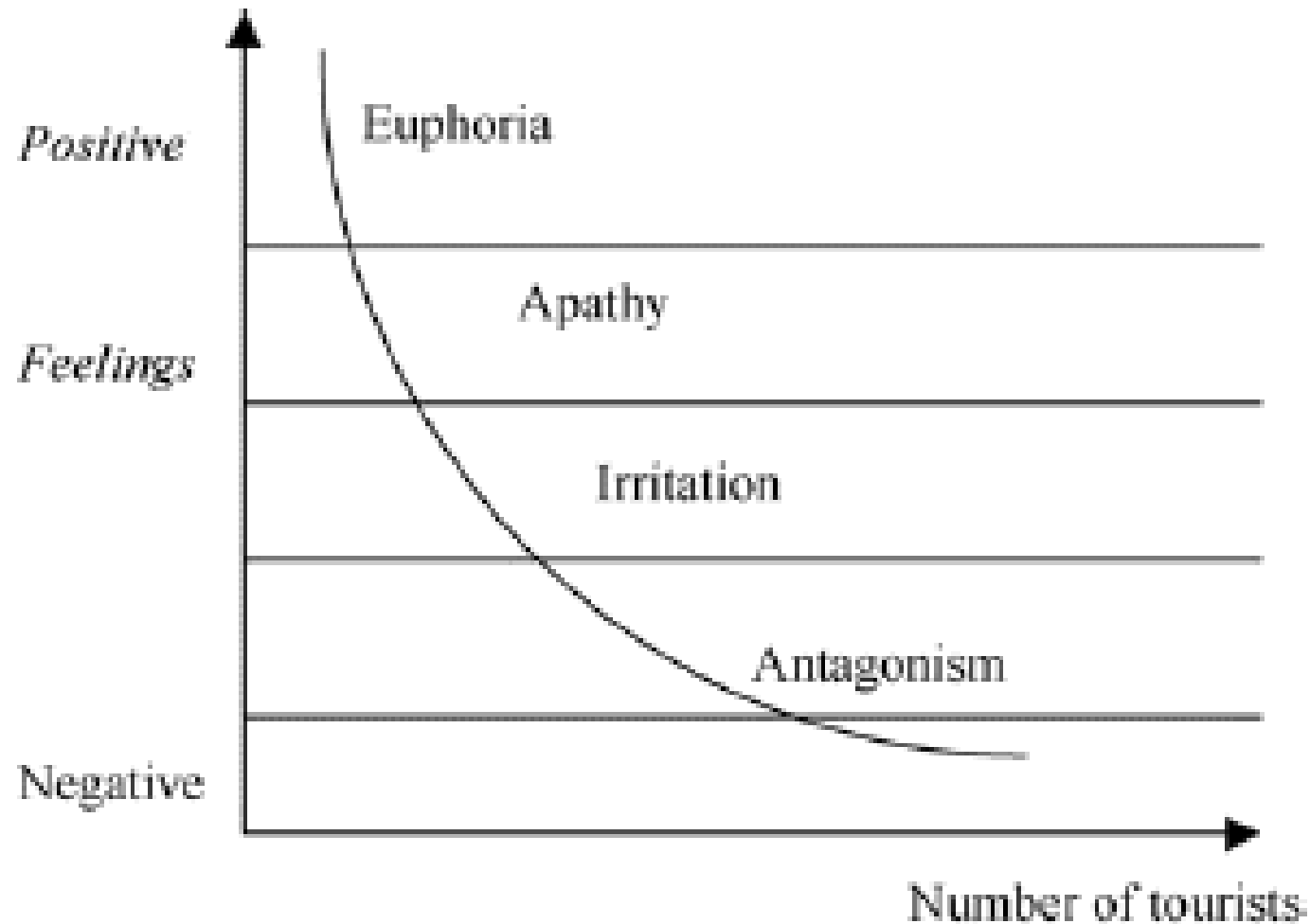
Performance Management

- Key Performance Indicators:
 - Volume and value of tourism
 - Visitor satisfaction
 - Industry satisfaction
 - Marketing performance
 - Quality performance
 - Organizational performance
 - Environmental performance
 - Comparative performance

Doxey linked with Butler

<i>Level of irritation</i>	<i>Destination responses to tourism</i>	<i>Likely stage(s) (Butler, 1980)</i>
1. Euphoria	- associated with the initial phase of the development of the destination - sense of excitement and anticipation - informal contact with tourists	Exploration Involvement
2. Apathy	- more formal contact with tourists, begin to be seen as a source of income and investment	Development
3. Annoyance	- residents begin to show misgivings about the tourism industry, due to increasing numbers and external investment and infrastructure	Consolidation
4. Antagonism	- irritations are expressed verbally and physically - politeness gives way to antagonism - tourists seen as the cause of the problem	Stagnation Decline

Reminder...Doxey's Irridex Model (1975)



Funding and Finance for Destination Marketing (UK)

- Central & Local Government
- Grant aid/ Lottery funding
- Advertising
- European funding?? What has replaced this?
- Marketing campaigns
- Sponsorship

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Destination Auditing



Geographical analysis



Visitor satisfaction
surveys



Community surveys



Assessment of
destination carrying
capacity



Environmental
impact assessment



Economic impact
assessment

Activity

- In Moodle choose from the destination management plans
- Read
- Review
- What are the key points?
- Is there anything in these that may of use to you for assignment 1?

Recap





SEE YOU NEXT WEEK

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I look forward to seeing you next week.

If you have any questions in the meantime,
please send an email from your student account

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